

The background is a solid blue color. Overlaid on it is a large, faint, stylized graphic. The word 'MODOT' is written in a bold, sans-serif font, with the 'O's being circles. A thick, blue, curved line, resembling a swoosh or a stylized 'S', is positioned below the text, extending across the width of the image.

**Become a Fan!**

March 17, 2010





***"Only those who risk going too far can  
possibly find out how far they can go."***

***~T.S. Eliot***



# MoDOT Tools

- YouTube
- Facebook
- Twitter
- Blogs
- Podcasts
- Widgets
- Flickr



# MoDOT Benefits

- Reaching customers where they are
- Public Meeting vs. Video
- Cross-promoting information
- Real-time information to customers
- Media outreach



# Facebook

- Do-it-yourself Web site
- Sharing multimedia
- Link with Twitter and Blog



Sign Up

**Missouri Department of Transportation is on Facebook**

Sign up for Facebook to connect with Missouri Department of Transportation.



Before you travel, be sure to check the Traveler Information Map at [www.MoDOT.org](http://www.MoDOT.org), or call 1-888-ASK-MoDOT.

**Information**

Location:  
105 W. Capitol  
Jefferson City, MO, 65102

Phone:  
1-888-ASK MODOT

**Fans**

6 of 3,156 fans

[See All](#)

Monietta



NuParadigm



Diane



Madison



Cristy



Chevyman

**Missouri Department of Transportation**

Wall

Info

Blog

Tweets

Photos

Links

&gt;&gt;

Missouri Department of Transportation + Fans

Missouri Department of Transportation

Just Fans

**Missouri Department of Transportation****When You Hear the Click**

Under Missouri's Graduated Drivers License Law, seat belt use is required for young drivers. Unfortunately 40 percent of Missouri teens still don't buckle up. Starting today and continuing through ...

[link: Full Article...](#)

Yesterday at 1:10pm via NetworkedBlogs · [Comment](#) · [Like](#)

**Missouri Department of Transportation** Some interesting pics for your Monday morning. Have you visited any of these? Number 10 is one of my favorites.

**Strange Tunnels and Architecture Gallery - The World's 18 Strangest Tunnel Pictures - Popular Mecha.**[ow.ly](http://ow.ly)

Tunnels, whether bored through imposing mountains or laid hundreds of feet under water, are inspiring feats of engineering. Here, PM presents a collection of the world's most interesting and impressive tunnels.

Yesterday at 7:55am · [Comment](#) · [Like](#)

Sue, Kerri and 2 others like this.

**Donna Winemiller** Really nice pixs

Yesterday at 8:01am

**Missouri Department of Transportation****Moving down the Missouri River... Again!**

Six thousand tons of fertilizer on top of four barges began its Missouri River trek from St. Louis to Brunswick, Mo. on Thursday morning. In previous years, especially over the past eight, most who...

[link: Full Article...](#)



# YouTube

- Public vs. Online Meeting
- Life Cycle of a Highway
- No More Trash



# Life Cycle of a Highway





# No MOre Trash!







Friday, January 29, 2010

## Tall, Orange and Handsome



Hold onto that steering wheel.

This week, a tall, orange and handsome stranger arrived in Kansas City. Known as Barrel Bob, he began his job this week as a fixture on the kcICON Project, reminding motorists to slow down and take it easy in a work zone.

Barrel Bob won't be a stranger for long -- he has a debut appearance in a PSA about driving safely in the kcICON Corridor. Don't miss it. Who's behind those barrels? He's the creation of Robert Ohl, a Clarkson Construction employee. Barrel Bob took about 10 hours to build and comes in standard safety gear.



## Missouri Department of Transportation

[www.MoDOT.org](http://www.MoDOT.org)

[Traveler Information Map](#)

[Express Lane](#)

## Become a Fan!



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Department of  
Transportation** on

Facebook

You are a Fan

Missouri Department of Transportation  
has 2,962 Fans



Sunny



GeorgeAnne



Sandra



[Missouri Department of Transportation on Facebook](#)



# Blog

- Content less formal
- Feeding other sites
- Opportunities to target audience
- Cross-promotion





Monday, March 15, 2010

## When You Hear the Click

Under Missouri's Graduated Drivers License Law, seat belt use is required for young drivers. Unfortunately 40 percent of Missouri teens still don't buckle up. Starting today and continuing through the end of the month, law enforcement will issue tickets to unbuckled drivers.

So why aren't teens buckling up? A Southern Boone High School student says, "I just don't see it as the most important thing. I think there are other things you can do to avoid a crash." Do you think the 304 teens killed in traffic crashes over the past three years thought the same thing?

Wearing a seat belt isn't going to help you prevent a crash. It will, however, greatly increase your odds of surviving a crash. One in four Missouri traffic crashes involves a young driver, and seven out of 10 teens killed in traffic crashes are unbuckled.

Wear your seat belt every time you get in your car. It doesn't matter if you're going across town or to another state. It is one of the easiest ways you can protect yourself. Don't wait until you are in a crash to realize it's too late. Buckle up and Arrive Alive.



## Missouri Department of Transportation

[www.MoDOT.org](http://www.MoDOT.org)

[Traveler Information Map](#)

[Express Lane](#)



## Become a Fan!



Missouri  
Department of  
Transportation on

Facebook

You are a Fan

Missouri Department of Transportation  
has 3,153 Fans



Kelly



Mary



Kim



[Missouri Department of Transportation on Facebook](#)



## Share This!

[Tweet this](#)



Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

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- About
- Business
- Plans & Projects
- Safety
- Services
- Other Transportation
- News & Information
- E-Update

HOME >> TWITTER >> TWITTER

**eMoDOT**

**twitter**

MoDOT joins the chorus of tweets on Twitter, a micro-blog allowing the agency to provide important travel updates and news to you in 140 characters or less.

*Know Before You Go! Traffic alerts and updates are meant to help plan your trip. They are not intended for use while driving.*

MoDOT - <http://twitter.com/modot>

MoDOT Careers - <http://twitter.com/MoDOTCareers>

Missouri River Runner - <http://twitter.com/MoRiverRunner>

**Receive real-time traffic alerts:**

St. Louis Area - <http://twitter.com/StLouisTraffic>

KC Scout Kansas City Area - <http://twitter.com/KansasCityScout>

I-70 Corridor - <http://twitter.com/scout70corridor>

I-44 Corridor - <http://twitter.com/I44TrafficMoDOT>

**Keep up with the latest news and information for your region with MoDOT's District Office tweets:**

Southeast District Office - <http://twitter.com/MoDOTSoutheast>

Northwest District Office - <https://twitter.com/ModotNorthwest#/ModotNorthwest>

Kansas City District Office - [http://twitter.com/MoDOT\\_KC](http://twitter.com/MoDOT_KC)

North Central District Office - <http://twitter.com/ModotNoCentral>

Northeast District Office - [http://twitter.com/MoDOT\\_Northeast](http://twitter.com/MoDOT_Northeast)

Central District Office - [http://twitter.com/MoDOT\\_Central](http://twitter.com/MoDOT_Central)


Southwest District Office - [http://twitter.com/MoDOT\\_Southwest](http://twitter.com/MoDOT_Southwest)

Springfield District Office - <http://twitter.com/MoDOTSpringfiel>


South Central Office - <http://twitter.com/MoDOTSoCentral>

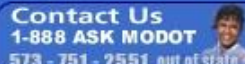
**Missouri Coalition for Roadway Safety** - <http://twitter.com/saveMOLives>

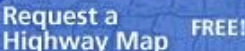
**MoDOT Engineering Policy** - [http://twitter.com/MoDOT\\_EngPolicy](http://twitter.com/MoDOT_EngPolicy)

  
**Missouri Highways  
& Transportation  
Commission**

  
**Career Opportunities**

  
**Project Bid Opening  
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**Contact Us**  
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573 - 751 - 2551 out of state

  
**Request a  
Highway Map** **FREE!**

  
**Express Lane**  
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Search MoDOT

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**vickiboutwell**

Hooray for useful Twitter feeds! RT @[MoDOT](#): Twitter Traffic alerts now available in St. Louis area @[StLouisTraffic](#)

**mattekelly**

those of you commuting to work in STL should follow Modot's traffic twitter. @[StLouisTraffic](#) [4:01 PM Sep 28th, 2009](#) via [TweetDeck](#)

**cdeweese**

STL Traffic lovers, follow @StLouisTraffic to get MODOT updates on the Twitter. The most timely info for us who dislike radio.





#### 1.KOMUnews

Just over 100 people filing into hearing room for discussion about MoDOT severing ties with employee credit unions /via @jenmeckles ^EP

#### 2.KOMUnews

Director Pete Rahn is now presenting his 5 year plan for MODOT to the Board /via @jenmeckles ^EP about 4 hours ago via CoTweet

#### 3.jenmeckles

Rahn lists cost-cutting strategies for MODOT in next five years. Says its not what "we want to do, its what we HAVE to do" @komunews

#### 4.jenmeckles

MODOT Director Pete Rahn is a soundbite superman! about 4 hours ago

#### 5.KOMUnews

Rahn: cost-cutting strategies for MODOT in next five years. Says it's not what "we want to do, its what we HAVE to do" /via @jenmeckles ^EP about 2 hours ago via CoTweet



# Integration



Podcast on  
Investing  
in Rural  
Routes

Facebook  
Post with  
Audio

Join Us on  
**facebook**

Google  
Alert to  
MoDOT

Tweet from  
Roads and  
Bridges  
Magazine

**twitter**

**Google**



# What if they say something bad?

- Your perspective
- Monitor sentiment
- Community of followers





**Missouri Department of Transportation** Though crews have made some headway, high winds are blowing snow onto highway surfaces in many areas. Drifting snow, already experienced in the north, is expected to re-cover plowed areas in parts of the state overnight and into the weekend. High winds will affect the ability of high profile vehicle drivers to keep the...

[See More](#)



**Missouri Road Conditions and Traveler Information Map**

[www.modot.org](http://www.modot.org)

January 7 at 9:25pm · [Comment](#) · [Like](#) · [Share](#)

4 people like this.

[View all 11 comments](#)



**Nicole Peebles** I love you MODOT!!! You have done great on the roads and have worked hard to keep us all safe. I am most impressed by your work in the KC area! Yeah you!  
January 8 at 8:48am · [Report](#)



**Betsy Cline** we drove from Ozark County to Audrain County yesterday, you guys had done a great job. Thank you!!  
January 8 at 10:34am · [Report](#)



**Missouri Department of Transportation** Conditions causing blowing snow, snow drifts and brutal wind chill are moving through the state from the west. Ultra-cold temperatures predicted for Friday will also cause refreeze on any surface that had melted previously. Check [www.modot.org](http://www.modot.org) for Missouri's Traveler Information Map. If you need to travel out of Missou...

[See More](#)

**Road Conditions for States Bordering Missouri**

[www.modot.mo.gov](http://www.modot.mo.gov)

January 7 at 10:37am · [Comment](#) · [Like](#) · [Share](#)



**John Paula Yeager Amershek** It was so nice to have



## CORPORATE TWITTER

twitter

THE BRAND®  
MAY OR MAY NOT BE  
WE'RE SAMPLING AT  
THE CONCERT TOMORROW  
FIRST COME, FIRST SERVED.  
MAY CONTAIN NUTS. THE  
VIEWS OF THE CONCERT MAY NOT  
REFLECT THE VIEWS OF THE BRAND®

WE SHOULD HAVE  
CORPORATE SAFETY  
REVIEW IT TOO

AFTER A THOROUGH  
LEGAL REVIEW,  
WE HAVE SOME  
REVISIONS TO  
YOUR "TWEET"

NOT ONLY IS IT  
WORDIER THAN THE  
LIMIT, BUT WE'VE  
NOW MISSED THE  
EVENT BY A WEEK

BETTER SAFE  
THAN SORRY



# Who approves the message?

- Supports communication efforts
- Designate (empower) a coordinator or team
- Offer guidelines to employees



# Keeping Tabs

- Twitter –
  - Search box
  - Bit.ly - <http://bit.ly>
  - Tweettake
- Blog – Google Analytics
- Facebook –
  - Comments
  - Insights Page
- YouTube
  - Number of views
  - Comments



# Benefits

- Reaching customers where they are
- Public Meeting vs. Video
- Cross-promoting information
- Real-time information to customers
- Media outreach



# For More Information:

Laura.Holloway@modot.mo.gov  
573-751-5985

[www.modot.org](http://www.modot.org)

[www.modot.org/presentations](http://www.modot.org/presentations)



Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.

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Motor Carrier Services

Search MoDOT

Search

MoDOT  
Central Office



**Ready to Go!**  
American Recovery and Reinvestment Act Projects

## Traveler Information Map

For work zone location, flooding information and weather-related road conditions visit MoDOT's [Traveler Information Map](#). It's your first source of information when planning your trip across the Show-Me state.

Statewide text report of road closures

Tips for using the map

Winner of the 2009  
**Governor's Award**  
for Quality and Productivity!



## Get Local MoDOT Info



Click A District to Visit Their Site

## MoDOT Minute



## In the News...

MoDOT Has Obligated All Recovery Act Funds Ahead of Schedule

It's Déjà vu As More Snow Hits Missouri

Make the Right Call Super Bowl Sunday

Missouri Receives Millions for High-Speed Rail Projects

Visit the [Newsroom](#) for audio and video clips

## In Memory

Remembering MoDOT's Fallen Workers

## Report a Road Concern

Potholes  
Mowing  
Traffic Signals & Signs

## Bidding Opportunities

## Featured MoDOT Programs and Projects

**Presentations**

**Safe & Sound**

Reduce your Carbon Footprint

**Being Green**

**Embracing Diversity**

**ARRIVE ALIVE**  
www.saveMOLives.com

**Tracker**  
Performance Measures

**Carpooling**

**Interstate 29/35 Connections Project**